

**BY ORDER OF THE COMMANDER,
PACIFIC AIR FORCES**



PACAF DIRECTORY 90-210

7 DECEMBER 2001

Command Policy

**PUBLIC AFFAIRS UNIT COMPLIANCE
INSPECTION DIRECTORY**

NOTICE: This publication is available digitally on the AFDPO WWW site at:
<http://afpubs.hq.af.mil>.

OPR: HQ PACAF/PA (CMSgt Tina M. Sims)

Certified by: HQ PACAF/PA
(CMSgt Tina M. Sims)

Supersedes PACAFDIR 90-210, 14 April 1999

Pages: 7
Distribution: F

This publication implements AFD 90-2, *Inspector General -- The Inspection System*. It applies to wing level Public Affairs Offices. This Directory supports guidance in AFI 35-101. This directory also applies to Pacific Air Forces Band units when supplemented by appropriate questions from AFI 35-101. This publication applies to Air National Guard (ANG) units when published in NGR (AF) Index 2 and does not apply to the US Air Force Reserve units and members. **Mandatory inspection items are indicated with a (#).**

The items listed do not constitute the order or limit the scope of the inspection/assessment. As a minimum, units should use this directory in conjunction with the annual Unit Self Inspection Program. The objective is to identify deficiencies which preclude attainment of required capabilities. Units can supplement this publication to add internal compliance items. This directory may be used in whole or in part by higher headquarters during visits or exercises.

SUMMARY OF REVISIONS

This document is substantially revised and must be completely reviewed.

1. *Authorized release of Word (.doc) file can only be acquired by contacting the appropriate OPR directly.*

CHRISTIAN G. GEISEL, Lt Col, USAF
Director of Public Affairs

Attachment 1**PUBLIC AFFAIRS MISSION PERFORMANCE CHECKLIST****A1.1. GENERAL (Follow each “yes” response with either “show me” or “how do you know that” and each “no” response with “tell me why.”)**

A1.1.1. (#) Does PA operate comprehensive, active programs to provide service members, the public, and media representatives timely, accurate and authoritative information contributing to awareness and understanding of the Air Force and unit mission? (AFI 35-101, para 1.10)

A1.1.2. (#) Is PA organized in a way to achieve the synergistic effects of the internal information, community relations, and media relations programs? Do media, community, and internal programs focus complementary messages on the same issues at the same time in the most effective mix? (AFI 35-101, para 1.11)

A1.1.3. Does PA utilize AFRTS, Band and Broadcast resources to further the PA program? (AFI 35-101, para 1.10)

A1.2. RESPONSIBILITIES (Follow each “yes” response with either “show me” or “how do you know that” and each “no” response with “tell me why.”)

A1.2.1. (#) Does the commander conduct the PA program and serve as primary spokesperson for the unit? (AFI 35-101, para 2.19)

A1.2.2. Has each unit commander appointed a unit public affairs representative (UPAR)? (AFI 35-101, para 2.19.5 and 2.20)

A1.2.3. Does PA advise the commander and staff on PA matters, including the impact of proposed command and staff actions on internal and external publics? (AFI 35-101, para 2.21.1)

A1.2.4. Is PA or a qualified UPAR available 24-hours a day through command post or other official channels? (AFI 35-101, para 2.21.2)

A1.2.5. Does PA inform intermediate headquarters when coordinating with other PA offices or organizations? (AFI 35-101, para 2.21.5)

A1.3. RESOURCE MANAGEMENT (Follow each “yes” response with either “show me” or “how do you know that” and each “no” response with “tell me why.”)

A1.3.1. (#) Do supervisors use the career field education and training plan (CFETP) to plan, develop, manage and conduct an effective career field training program, and to ensure individuals receive the training necessary to develop and progress throughout their career? (AFI 35-101, para 3.12.8)

A1.3.2. Does PA utilize a computer or other database to have ready access to reference materials, such as Air Force publications, PA directories, speech products, and PA guidance? (AFI 35-101, para 3.4)

A1.3.3. Does PA maintain coordinated office operating instructions with specific guidance on operations and procedures unique to the base and unit? (AFI 35-101, para 3.5)

A1.3.4. Does PA submit office personnel for professional development opportunities, including Defense Information School courses, workshops, and conferences (AFI 35-101, para 3.12)

A1.4. COMMUNICATION PLANNING (Follow each “yes” response with either “show me” or “how do you know that” and each “no” response with “tell me why.”)

A1.4.1. (#) Does PA take the initiative to create strategic and tactical communication plans to put the right information in the hands of the right audience at the right time? (AFI 35-101, para 4.3)

A1.4.2. Do plans take into account the phases of communication: research, planning, execution and evaluation? (AFI 35-101, para 4.3.3)

A1.5. INTERNAL INFORMATION (Follow each “yes” response with either “show me” or “how do you know that” and each “no” response with “tell me why.”)

A1.5.1. (#) Does the host commander’s internal information program serve the entire base audience, including tenant units, in a coherent and coordinated manner? (AFI 35-101, para 5.5)

A1.5.1.1. Does the base newspaper provide balanced coverage of all base units? (AFI 35-101, para 5.9.1)

A1.5.2. Does the base newspaper carry the required masthead and disclaimer information? (AFI 35-101, para 5-11)

A1.5.3. Has the commander ensured newspaper staff members are excused from duties preventing them from meeting contract deadlines? (AFI 35-101, para 5.13)

A1.5.4. Have PA and the commander established a newspaper editorial policy to ensure consistency and support for the commander’s internal information objectives? (AFI 35-101, para 5.15.4)

A1.5.5. Does the base newspaper contain a mix of local articles and releases from PACAF, Air Force Print News, American Forces Information Service, and other agencies of the DOD and federal government? (AFI 35-101, para 5.16.1.2)

A1.5.6. Does the base newspaper credit sources of all material other than local, internal sources? (AFI 35-101, para 5.16.1.7)

A1.5.7. Does the base newspaper support the Federal Voting Assistance Program by carrying factual information about voting and registration laws, especially absentee voting? (AFI 35-101, para 5.16.3.2)

A1.5.8. Does PA conduct readership surveys and seek other feedback on the base newspaper? (AFI 35-101, para 5.17)

A1.5.8.1. Does PA report results to the readership and use them to develop new services or techniques? (AFI 35-101, para 5.17)

A1.5.9. Does PA ensure funded newspapers minimize costs to the government by maintaining proper newspaper-to-readership ratio and determining the proper use of full color? (AFI 35-101, para 5.20.6)

A1.5.10. Does PA maintain a current newspaper mailing list and send out required copies of the newspaper on publication day? (AFI 35-101, para 5.21.8)

A1.5.11. Does PA review newspaper mailing lists annually to determine continuing need of each recipient and the most economical use of mail services? (AFI 35-101, para 5.22.5)

A1.5.12. Has PA submitted the annual newspaper report to HQ PACAF/PAI by 15 January of each year? (AFI 35-101, para 5.23)

A1.5.13. Does PA provide products to help commanders conduct useful, regular commanders' calls, such as topics of interest to unit people and the special commander's call version of Air Force Television News? (AFI 35-101, para 5.30.1.1)

A1.5.14. Does PA work with the local broadcast detachment to ensure the unit and base are regularly featured on Air Force Television News and Air Force Radio News? (AFI 35-101, paras 5.32 and 5.33)

A1.5.15. For units that operate a commander's access channel (CAC), has the base established a standing committee to determine how the CAC will be used? (AFI 35-101, para 5.41.2.1)

A1.5.15.1. Does PA have 24-hour access to CAC programming equipment? (AFI 35-101, para 5.41.2.7)

A1.5.16. Does each PA have access to Public Affairs Link? (AFI 35-101, para 5.43)

A1.6. MEDIA RELATIONS (Follow each "yes" response with either "show me" or "how do you know that" and each "no" response with "tell me why.")

A1.6.1. Does the commander, in consultation with PA and JA, provide media releasable information without forcing media representatives to go through Freedom of Information Act channels? (AFI 35-101, para 6.4.2)

A1.6.2. Does PA comply with guidelines concerning the release of information on Air Force people? (AFI 35-101, para 6.7)

A1.6.3. Does PA ensure media are escorted at all times while on base? (AFI 35-101, para 6.33.1)

A1.6.4. Does PA release bad news quickly and candidly, rather than concealing it? (AFI 35-101, para 6.33.3)

A1.6.5. Is a PA on-call book available with up-do-date information? Is the book checked frequently to ensure it remains current? (AFI 35-101, para 6.37)

A1.6.6. Has PA briefed security forces, operations center, and telephone personnel on procedures for contacting the PA duty officer? (AFI 35-101, para 6.37)

A1.6.7. Does PA research and coordinate media query responses with other staff agencies, the commander, and higher headquarters when necessary? Does PA have a system to record media queries, such as AF Form 39? (AFI 35-101, paras 6.39.3, 6.39.4, and 6.41)

A1.6.8. Does PA adequately prepare for media interviews, including finding out about the interviewer and audience, choosing spokespersons, developing messages, and preparing people before the actual interview takes place? (AFI 35-101, paras 6.42-6.46)

A1.6.9. Have PA and the commander established informal communication channels and rapport with regional media and key staff members? (AFI 35-101, para 6.48)

A1.6.10. Does PA operate a media travel program when coverage demonstrates an Air Force capability? (AFI 35-101, para 6.51)

A1.6.10.1. Does PA follow NAF, PACAF, and PACOM procedures for media travel in the Pacific theater? (AFI 35-101, para 6.52.1)

A1.6.10.2. Does PA comply with country and theater clearance requirements for the media and PA escort? (AFI 35-101, para 6.54.3.2)

A1.6.10.3. Is media travel in conjunction with a deployment coordinated with the unified command, or lower level when the unified command delegates authority? (AFI 35-101, para 6.55)

A1.6.10.4. Does PA ensure the media sign ground rules and hold harmless agreement prior to a media flight? (AFI 35-101, para 6.56)

A1.7. CRISIS COMMUNICATION (Follow each “yes” response with either “show me” or “how do you know that” and each “no” response with “tell me why.”)

A1.7.1. (#) Is a PA person included in the initial response force? (AFI 35-101, para 7.4.3)

A1.7.2. (#) Are PA personnel in place at the PA office, accident scene, and command post during accident response? (AFI 35-101, para 7.5)

A1.7.3. (#) Does PA brief base disaster response and support agencies at least annually, including any Air Force people who respond to accidents? (AFI 35-101, para 7.23.3.1.2)

A1.7.4. Does PA have plans for a centrally located media operations center? (AFI 35-101, para 7.4.1)

A1.7.5. Is there a Straight Talk Center available to provide base personnel with an authoritative point of contact for current, accurate information about the status of any disturbance, and the command’s actions? (AFI 35-101, para 7.4.2)

A1.7.5.1. Is the Straight Talk Center publicized before and during a disturbance, using internal information media? (AFI 35-101, para 7.4.2.1)

A1.7.5.2. Is the Straight Talk Center equipped with telephone lines and an automatic telephone answering service? (AFI 35-101, para 7.4.2.2)

A1.7.6. Does PA write an initial news release within an hour after notification of an accident? (AFI 35-101, para 7.12)

A1.8. COMMUNITY RELATIONS (Follow each “yes” response with either “show me” or “how do you know that” and each “no” response with “tell me why.”)

A1.8.1. (#) Have PA and the commander established personal contact with local civic leaders? (AFI 35-101, para 8.49.1)

A1.8.2. Does PA maintain records on active or potential military and civilian employee speakers, including brief biographical data and subject matter the speaker is qualified to discuss? (AFI 35-101, para 8.29)

A1.8.3. Does PA consider theme-based tours, such as environmental, small business, personnel, education, and others with appropriate civilian counterparts? (AFI 35-101, para 8.39.3)

A1.8.4. Does PA have coordinated, written procedures on how to handle base tours? (AFI 35-101, para 8.41.2)

A1.8.5. Does PA respond promptly, accurately and completely to public requests for information or complaints? (AFI 35-101, para 8.43)

A1.8.6. Have key civic leaders or groups been invited for a base tour and briefing hosted by the commander and staff? (AFI 35-101, para 8.49.2.3)

A1.9. ENVIRONMENTAL PUBLIC AFFAIRS (Follow each “yes” response with either “show me” or “how do you know that” and each “no” response with “tell me why.”)

A1.9.1. Does PA help plan and conduct Earth Day and other environmental awareness activities? (AFI 35-101, para 9.7.1)

A1.9.2. Is PA a member of the base Environmental Protection Committee (EPC) or Environment, Safety and Occupational Health (ESOH) Committee? (AFI 35-101, para 9.7.4)

A1.9.3. Does PA promote environmental success stories to local and regional audiences? (AFI 35-101, para 9.7.6)

A1.9.4. Is PA aware of ongoing Environmental Compliance Assessment and Management Program (ECAMP) activities, and ensure information is provided to the internal audience? (AFI 35-101, para 9.24.2)

A1.10. WARTIME READINESS (Follow each “yes” response with either “show me” or “how do you know that” and each “no” response with “tell me why.”)

A1.10.1. (#) Do unit operations plans contain PA annexes and appendices for media support, internal information, community relations, armed forces radio and television service, and an estimate of manpower requirements? (AFI 35-101, para 12.16)

A1.10.2. Does PA brief deploying personnel on guidelines for discussion with the media? (AFI 35-101, para 12.11.2)

A1.10.3. Does the PAO ensure deployable personnel are trained in wartime skills, using such resources as the PA Combat Training Course and exercises/deployments? (AFI 35-101, para 12.14)

A1.10.4. Does PA participate in exercises, and do exercises duplicate the forward workload and prepare the staff for anticipated media, community relations, and internal information requirements to sustain the deployment? (AFI 35-101, para 12.15)

A1.11. ARMY AND AIR FORCE HOMETOWN NEWS SERVICE (Follow each “yes” response with either “show me” or “how do you know that” and each “no” response with “tell me why.”)

A1.11.1. Does PA ensure every member involved in a newsworthy event has the opportunity, and is encouraged, to complete a DD Form 2266? (AFI 35-101, para 14.7.2)

A1.11.2. Does PA ensure the accuracy, completeness, timeliness, and clearance for public release of all information sent to the Hometown News Service? (AFI 35-101, para 14.7.3)

A1.11.3. Does PA contact Hometown News of any significant change in the news subject after material is sent to the Hometown News Service? (AFI 35-101, para 14.7.4)

A1.11.4. Does PA contact Hometown News to offer suggestions for stories by field news teams? (AFI 35-101, para 14.31)

A1.12. SECURITY AND POLICY REVIEW (Follow each “yes” response with either “show me” or “how do you know that” and each “no” response with “tell me why.”)

A1.12.1. Has PA appointed one overall point of contact to operate the security and policy review program? (AFI 35-101, para 15.9)

A1.13. PUBLIC AFFAIRS PHOTOGRAPHY (Follow each “yes” response with either “show me” or “how do you know that” and each “no” response with “tell me why.”)

A1.13.1. Does PA comply with policy on release of photographs? (AFI 35-101, para 17.2)

A1.13.2. Has PA arranged for a photographer to be specially trained and available for news and feature photography? (AFI 35-101, para 17.3.1)

A1.13.3. Does PA comply with DOD policy on alteration of digital imagery? (AFI 35-101, para 17.4)

A1.14. NEW MEDIA AND PUBLIC AFFAIRS (Follow each “yes” response with either “show me” or “how do you know that” and each “no” response with “tell me why.”)

A1.14.1. Does PA use the World Wide Web and other new media tools to enhance public and internal communication programs? (AFI 35-101, para 18.2.1)

A1.14.2. Has the commander established local clearance and approval procedures for posting information to the World Wide Web? (AFI 35-101, para 18.4.6.2)

A1.14.3. Do all public web sites receive security and policy reviews by PA before launch? (AFI 35-101, para 18.4.6.4)

A1.14.4. Is information on the organization World Wide Web page kept current? (AFI 35-101, para 18.6.7)

A1.14.5. Does PA ensure inappropriate material is kept off web sites? (AFI 35-101, para 18.7)

A1.14.6. Do all PA staff members maintain current accounts on PA Link? (AFI 35-101, para 18.10.2.1)